



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: June 22, 2010

TO: Mayor and Councilmembers

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Purchase Order With Univision To Broadcast Spanish Language Clean Creek Messages

RECOMMENDATION: That Council:

- A. Accept a contribution of \$3,400 from the County of Santa Barbara, and \$3,000 from the City of Goleta;
- B. Increase appropriations and estimated revenues in the Fiscal Year 2011 Creeks Division Operating Budget in the amount of \$6,400; and
- C. Authorize the General Services Manager to issue a purchase order in the amount of \$20,400 to Univision for a Spanish language public awareness campaign on creek and ocean water pollution prevention.

DISCUSSION:

Working with City TV, the Creeks Division has produced a series of English and Spanish language public service announcements (PSAs) which focus on educating residents about the function of storm drains. The PSAs follow the campaign theme "The Ocean Begins on Your Street," and are designed to increase understanding that polluted storm water flows into storm drains and directly to the creeks and ocean.

Three Spanish language PSAs will be aired on Univision from July 2010 through June 2011. Univision offers a nonprofit match for every paid advertisement purchase by the City, and the PSAs are estimated to reach 50,000 Hispanic residents throughout the South Coast.

Broadcasting water pollution prevention PSAs on television is an integral component of the City's Storm Water Management Program and the Creeks Division's Public Education Plan, which involves a coordinated television and radio media campaign, as well as print and bus advertisements. According to the Creeks Division's 2008 public

opinion survey, 70% of Hispanic respondents recalled specific Creeks Division advertising on radio and television.

Univision was selected as a result of being the only completely Spanish language television provider on the South Coast. Because the selection of Univision did not follow standard bidding procedures, City Council approval is required for this "sole source" purchase.

BUDGET/FINANCIAL INFORMATION:

The total cost of the proposed 12-month campaign is \$20,400. The County of Santa Barbara will contribute \$3,400, and the City of Goleta will contribute \$3,000. Funds are included in the recommended Fiscal Year 2011 Creeks Operating Budget.

SUSTAINABILITY IMPACT:

Reducing polluted urban runoff is critical for the protection of water quality in the City. An important goal of the Creeks Division public outreach effort is to educate Spanish-speaking residents through television PSAs about local creek and water quality issues, and to encourage specific behaviors that can improve water quality in creeks and at local beaches.

PREPARED BY: Cameron Benson, Creeks Restoration/Clean Water Manager

SUBMITTED BY: Nancy Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office